



2024 Young Inventor Challenge®

Imagine - Inspire - Innovate

Sponsorship Opportunities

www.younginventorchallenge.com

Young Inventor Challenge® is a registered trademark of the Chicago Toy & Game Group



INVEST IN THE FUTURE



The mission of the Young Inventor Challenge® (YIC) is to inspire the next generation of innovators.

[Read full mission statement.](#)



Young Inventor Challenge® Highlight:

12 championship winners have had their inventions produced and sold in retail stores around the world!

[Check out the past winners.](#)



Newsweek Article on the YIC:

[Illuminating the STEM Brilliance of Tomorrow's Toy Architects](#)





REGIONAL YIC EVENTS

Hundreds of kids participate in regional Young Inventor Challenge® (YIC) contests hosted year-round at summer camps, independent toy stores, schools, clubs, and more! Winners of the regional YIC events are invited to attend the annual *International Championship* hosted each November at the Chicago Toy & Game (ChiTAG) Fair!

Our Challenge Ambassadors helped us engage and inspire kids to innovate!



Young Inventor Challenge® Highlight:

Over 10,000 'kidpreneurs' have entered the YIC in the past 10 years!



YIC SPONSORSHIP ACTIVATIONS

Support the next generation of innovators!

Stand out at the Chicago Toy & Game Fair with high-impact activations that will help you directly market your brand to kids and families.

Presenting Sponsor – EXCLUSIVE!	\$25,000+
Mission Sponsor	\$15,000 (3)
Awarding Sponsor – POPULAR!	\$ 10,000 (6)
Hospitality Sponsor – NEW!	\$ 7,500 (2)
Stage Sponsor – NEW!	\$ 5,000 (3) / \$ 15,000 (exclusive)
Pitch Pavilion – NEW!	\$ 2,500 (2) / \$ 5,000 (exclusive)
Photography/Videography – NEW!	\$ 2,500 (2) / \$ 5,000 (exclusive)
Prize Packages*	\$ 500 (12)
On-Site Giveaway*	\$ 500/per unique item (6)

**Must also provide product as part of sponsorship. Exact quantities to be determined.*



SPONSORSHIP BENEFITS

In addition to the unique activation benefits, sponsors spending a cumulative total of \$7,500+ will also receive the perks listed below.*

Let us help you create a customized sponsorship package to support the **19th Annual Young Inventor Challenge® - International Championship!**

- Post Show Report
- Social Media Features
- Recognition on Signage, Website, & Media (when applicable)
- Bloom Report Newsfeed Company Highlight
- Bloom Report Person/Company of the Week
- Complimentary POP Company Profile
- Opportunity to provide signage with approval from ChiTAG

**Cumulative sponsorship spends will receive varying levels of logo recognition from digital to print.*



PRESENTING SPONSOR - \$25,000+

Become the anchor of this sought-after event! Help inaugurate the annual *Young Inventor Challenge® International Championship* hosted in November at the 2024 Chicago Toy & Game Fair as the Presenting Sponsor.

This annual sponsorship gives your company the *EXCLUSIVE* opportunity to provide year-round support and receive year-round recognition as an advocate for kid inventors.

Activation includes sponsor recognition on website, onsite signage, and opportunities for media, email campaigns, and more year-round.



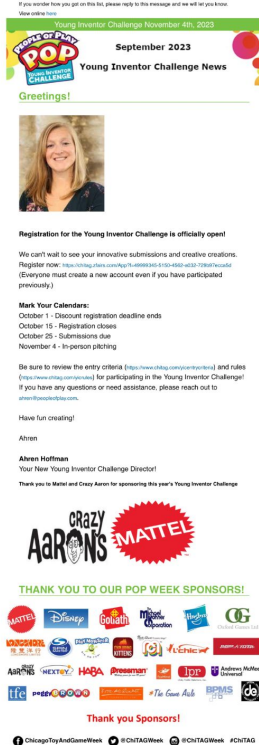
Young Inventor Challenge® Highlight:

The Young Inventor Challenge was showcased on [WGN Spotlight Chicago](#) for National Kid Inventors' Day on 1/17/24.





MISSION SPONSOR - \$15,000



Mission Sponsors will be represented in the recruitment, registration, and resolution communications related to YIC with a vetted distribution list of 150,000+ and recognized in the YIC Awards Ceremony. [Read YIC Mission Statement.](#)

Activation includes sponsor recognition on YIC related communications - invitations, email blasts, website, and more! Written sponsor recognition will be included on each YIC trophy and \$1,500 from sponsorship will be divided amongst projects as large check prizes given out at the Chicago Toy & Game Fair to winners of the YIC.

Young Inventor Challenge® Highlight:

2024 marks the 19th annual Young Inventor Challenge!

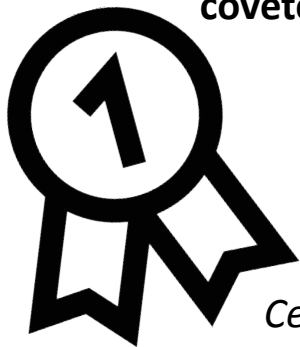




AWARDING SPONSOR - \$10,000

Be one of the most popular sponsors amongst the crowd of 'kidpreneurs' as an Awarding Sponsor!

Young Inventor Challenge® (YIC) winners of the *annual International Championship* receive a coveted trophy including your company logo!



Activation includes selection of one YIC award category like "Most Creative" or "Best Game" on a first-come, first-served basis. Possibility to support award ceremony delivered at ChiTAG. Ceremony show flow TBD. Sponsor recognition on trophies, website, YIC registration platform, and onsite signage.





HOSPITALITY SPONSOR - \$7,500

Create a “homebase” for parents, grandparents, siblings, teachers, and other supporters of the Young Inventor Challenge® (YIC) participants. Supporters can watch from the sidelines in this dedicated area contributed by the Hospitality Sponsors at the Chicago Toy & Game (ChiTAG) Fair.

Includes two-days of activation at ChiTAG with sponsor recognition on floor plan, website, area signage, and opportunity for sponsor to place promotional items, signage, and activities/décor during trade show setup. Possibility to provide complimentary concessions to guests with catering services.





STAGE SPONSOR - \$5,000+



Capture the attention of 30,000+ kid and adult attendees of the Chicago Toy & Game Fair (ChiTAG)!

The entertainment stage hosts multiple events throughout the 2-day ChiTAG Fair including the Young Inventor Challenge® welcome and award ceremonies!

[Check out the 2023 happenings.](#)



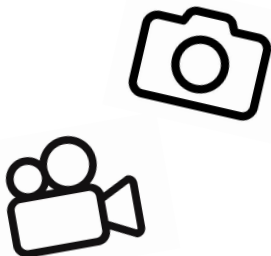
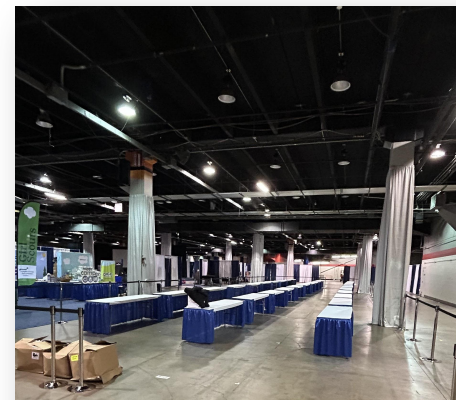
Activation includes sponsor recognition on floor plan, website, stage schedule, and area signage and opportunity to secure authorized entertainment (costs incurred by sponsor) and host approved events during the 2-day event.



PAVILION/VISUALS SPONSORS - \$2,500+

Create an inspirational space for participants of the Young Inventor Challenge® (YIC) by sponsoring the Pitch Pavilion at the Chicago Toy & Game Fair (ChiTAG).

Activation includes sponsor recognition on website, floor plan, area signage, and opportunity to place additional signage with approval curated by sponsor.



Help us commemorate the excitement of the Young Inventor Challenge® (YIC) at the Chicago Toy & Game Fair (ChiTAG) by sponsoring the visual artists - videographer/photographer.

Activation includes sponsor recognition on recap video and/or image library from event for marketing use. [View 2023 Visuals](#)





PRIZES/GIVEAWAYS SPONSORS - \$500+

Congratulate Young Inventor Challenge® (YIC) winners with a toy, game, and merchandise prize pack valued at up to \$250 per winner.

Sponsor is responsible for providing and shipping the prize packages to winners. Exact quantities and value TBD. International shipping may apply.

Recognize the event with giveaways for all Young Inventor Challenge® (YIC) participants with t-shirts, tote bags, toys, games, play products, and more!

Sponsor is responsible for shipping items to event. Each unique giveaway item incurs a sponsorship fee.





2023 POP WEEK MEDIA SUMMARY

1.5 Billion Impressions:

- 304 online print clips
- 7 broadcast segments
- 3.1M social media reach
- 5.7M direct marketing promotions
- 205K toy industry email subscribers
- 60K CHITAG ticket email subscribers
- 52 Bloom Report issues
- 70K CHITAG.com unique visitors

[View full 2023 Wrap Up Report!](#)



“The 2023 Chicago Toy & Game Fair was a phenomenal showcase of creativity and innovation where every corner was filled with the joy of play and imagination just like our brand!”

Cami Croasdale, Director of MarCom Gel Blaster

THANK YOU 2023 YIC SPONSORS!



reyn guyer creative group



Thank You 2023 Challenge Ambassadors:



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CONTACT US

Get In Touch: info@chitag.com

- **Learn More: www.chitag.com/yic**
- **POP Sponsorships: <https://www.chitag.com/2024-sponsor-opportunities>**
- **The Bloom Report: <https://www.chitag.com/the-bloom-report>**

